TABLE I

Regression Analysis

TITL vs PM

	TPM	Nicotine	CO	Puff Count
PM Brands				
Coefficient (*)	1.04	1.030	1.04	1.01
r-Square	0.998	0.998	0.997	0.997
Std Error of Residuals	0.46	0.037	0.66	0.52
RJR Brands				
Coefficient (*)	1.04	1.034	1.07	1.02
r-Square	0.998	0.998	0.998	0.999
Std Error of Residuals	0.55	0.035	0.58	0.21
B&W Brands				
Coefficient (*)	1.06	1.056	1.08	1.02
r-Square	0.996	0.997	0.997	0.999
Std Error of Residuals	0.65	0.051	0.72	0.27
American Brands				
Coefficient (*)	1.05	1.033	1.09	1.01
r-Square	0.997	0.997	0.994	0.998
Std Error of Residuals	0.72	0.050	0.97	0.37
Lorillard Brands				
Coefficient (*)	1.04	1.055	1.09	1.03
r-Square	0.996	0.997	0.995	0.999
Std Error of Residuals	0.76	0.052	0.93	0.28
Liggett Brands				
Coefficient (*)	1.05	1.039	1.06	1.02
r-Square	0.997	0.996	0.991	0.999
Std Error of Residuals	0.78	0.069	1.05	0.26

*Note: The coefficient refers to the coefficient in the following equation:

TITL value = Coefficient x PM value